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# AVOCADO ACRES

In San Diego County

"THE ROAD TO INDEPENDENCE"



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## FOREWORD

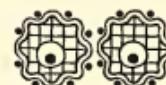
With the ever increasing popularity of the Avocado as a food product, its consumption has become more pronounced each year until today the supply is found to be inadequate to supply the demand.

Primarily the Avocado was imported from Mexico, South America and other tropical climates and its delicacies were practically unknown save to the fortunate few whose finances could afford the luxury. Later experiment in Florida proved that climate applicable to its culture and from the experiment a new industry was born to the state rising in such strides that it bids fair to lead the state in agricultural activities.

Conducive to its semi-tropical climate, California next gained favor with the industry and owing to the enormous success attained by those who specialized in its development, as in Florida, it is taking its place foremost as one of the horticultural possibilities of the state.

Climatic conditions play an important part in the successful development of the Avocado and in Encinitas we find the equal climate so desirable in the culture of protropical vegetation. Encinitas is some 30 miles from San Diego, agreeably located as to enjoy natural protection against frosts and the chilling temperature of the ocean, not too cold or too hot.

Nurseries have been erected on the acreage where the valuable and helpful knowledge gained by authorities in the development is placed at the disposal of those interested and every assistance that will further the success of the undertaking is being exerted, it being our intention to make this particular district the most productive, most profitable and most desirable in the entire state.



## THE AVOCADO

Numerous inquiries find their way to our offices regarding the Avocado, its uses, methods of development, etc.

The Avocado, sometimes commonly called the "Alligator Pear," is a pro-tropical fruit unlike any other fruit grown and possesses a flavor peculiarly its own, which is neither sweet nor acid.

It is rich in food value, being the only fruit to contain on an average of 20% oil or fat of easily digested form. The statistical analysis of the Avocado lends proof that nature has ordained in the Avocado all the essential elements required to build, repair and sustain human life.

As a food value the Avocado averages 1000 calories and is equal pound for pound in ability to sustain life, with lean meat.

As a diet the Avocado stands unchallenged peer as the comparative analysis below will show.

### Avocado

Water .....	72.8%
Protein .....	2.2%
Fats .....	17.3%
Carbohydrates .....	4.4%
Crude Fibre.....	1.09%
Ash .....	1.04%

### Milk

Water .....	87.0%
Protein .....	3.3%
Fats .....	4.0%
Carbohydrates .....	5.0%
Ash .....	0.07%

### Eggs

Water .....	73.7%
Protein .....	14.8%
Fats .....	10.5%
Ash .....	1.05%

## LOCATION

Our superb tract is located in the Santa Fe and San Dieguito irrigation district in San Diego County, 100 miles south of Los Angeles and about thirty-five miles north of San Diego. Is on the state highway and the Santa Fe Railway, affording excellent shipping transportation to Los Angeles markets.

Observations on the behavior of the Avocado in California indicate that it thrives on a wide range of soils. But it has been found that it thrives best on the medium textured

soils on a gentle slope as to afford ample drainage. Atmospheric humidity is a prime factor of importance as is evidenced by the behavior in various parts of the state. Experiment has proven that greater results have been obtained in the costal regions.

Encinitas possesses the ideal climatic location for the development of the Avocado on account of the evenly distributed temperature and possesses the pro-tropical conditions conducive to its hardy culture and in this coastal region is found the best specimens of the fruit.

### **WATER**

Our water supply is furnished from Lake Hodges, which is one-half mile wide and eight miles long, impounding thirty-seven thousand seven hundred acre feet of water, allowing one acre of foot of water for each acre of land.

### **SOIL**

The soil is of a rich sandy black and clay loam, retains moisture exceptionally well and is especially well adapted for the cultivation of the avocado.

### **HOME SITE**

As a home site, Avocado Acres cannot be equalled, with its beautiful outlook over the picturesque surroundings landscape of valleys, mountains and sea.

### **CLIMATE**

The climate is practically uniform in temperature the entire year through and is free from the chilling winds and frosts that prove so disastrous to semi-tropical fruits and vegetation.

### **YOUR FUTURE**

In soliciting your consideration to Avocado Acres as a future haven and a nucleus for your future independence we believe that we are opening the gates of a new era of prosperity for you and affording you the opportunity to engage in an industry that has for its foundation the popular demand of the consumptive market.

The Avocado is here to stay and its popularity is growing with the demand. The publicity given the development of the product by the Horticultural Divisions of the

various Universities only adds to its popularity and increases the demand, while the medical world is quick to appreciate its qualities and are giving it added prominence by recommending it as a diet.

After all is said and done it is the opinion of those identified in the fruit industry that the Avocado will in the near future, lead the state in production. Will you be among the fortunate number to share in its prosperous future?

Closely identified with the development of the Avocado industry is the raising of chickens which in itself is a lucrative calling. It has been found that the raising of chickens aids materially in furnishing fertilizer in promoting the development of the Avocado tree. Our location is heartily approved by those who are identified in the chicken industry as being as desirable a climate to be found in the entire state for their successful culture. This is attributed to the evenness of the climate and the agreeable ranging facilities.

The raising of chickens as a means of an independent existence is not a new venture in this district, as there are numerous large chicken ranches in the vicinity that are paying handsome incomes. To include the raising of chickens with the cultivation of the Avocado makes an arrangement desirably attractive from the standpoint of revenue and one that is fast gaining in popularity among those who are now devoting their time to the development of the Avocado. Suffice to say, it presents an opportunity the possibilities of which are limited only by the extent of the conscientious efforts that are applied. The popular demand of the Avocado as a food product has found the market short in supplying the production, which condition lends its aid in keeping the price of the product well advanced as to make their cultivation attractive and worthy of the efforts expended in their development.

#### **HOW WE ASSIST YOU**

Our experience in the development of the Avocado covers a period of many years in the actual culture of the product and it is this experience that we are placing at your disposal in order to aid your efforts and make the proposition a paying invest-

ment for you. If you are interested in possessing an independent income and one that affords no limit as to future possibilities, then you will make no mistake in giving the growing of the Avocado your most serious consideration.

The owners of Avocado Acres offer to the prospective purchaser not only land already terraced, supplied with ample water for irrigation, but also expert assistance in the development and maintenance of orchards planted. Maintenance costs are oftentimes reduced materially by many growers who plant rhubarb or other winter vegetables between the rows of Avocado trees. Rhubarb is grown quite successfully and finds a ready market at all times. A nine acre patch of rhubarb grown between rows of Avocado trees netted its owner about \$3,825.00. These figures are merely demonstrative of the revenue to be derived from any number of products that might be planted in connection with the Avocado cultivation.

### CO-OPERATIVE ASSISTANCE

The Avocado Growers' Association is an organization entirely made up of those interested in the growing of the fruit. It has offered valuable assistance in behalf of the industry and has inaugurated an extensive advertising campaign to promote the sale and consumption of the fruit. A semi-annual paper is issued wherein the latest information on any subject touching on Avocado growing is discussed. This organization will further the interests of the industry and go far in making the industry one of the most profitable in the entire state.

The College of Agriculture, at the Agricultural Experiment Station in Berkley, in their Bulletin No. 365, give some valuable information as to the prominence of the Avocado and its future, and says in part: "That the Avocado has come to stay as an important crop in California is assured beyond a doubt. With the ever increasing land values, especially in the more climatically favored portions of the state, crops yielding high gross returns per acre must be grown. As population becomes more and more dense the tonnage of food produced per acre must likewise increase;

the food value of the fruit and its potentially high production per acre are sufficient reasons to justify its place in California agriculture. The demand for the fruit at the present time greatly exceeds the supply even at the high prices asked.

In estimating the revenue of an Avocado crop, the bulletin states that the development of the industry will net about \$2280 per acre, which is a low estimate, and states that from any angle the product is judged from, the Avocado culture in California promises to be a profitable one.

### CONCLUSION

No matter who you are or where you live, if you are interested in any phase of agriculture, let us advise you to give your attention to the Avocado.

You may be a city man tired of the monotony of city life, or of the regular hours attached to your duties. Or you may be a farmer who desires to turn his attention to other and more profitable means of horticulture. It does not matter what your status in life is, the Avocado industry will show you a new and undeveloped field of endeavor and offer to you the means of an independent future.

It is a wonderfully pleasant occupation and a few acres will yield you a generous income.

If you are interested in learning more of the wonderful opportunities afforded in the development of this popular product, write or call upon our nearest representative, who will be glad to furnish you with literature and such other information that will help to convince you that the Avocado is your sure road to future independence.

Our holdings are limited, and if you desire one or more of these choice acres, it would be advisable for you to make arrangements to procure one at the earliest possible moment. We do not expect to be able to offer another opportunity like this one, because of the fact that the land suitable for the growth of the Avocado is difficult to procure.



A WISE INVESTMENT  
IS THE



TO  
SUCCESS